



## Stockbrokers and Investment Advisers Association

Serving the interests of investors



INVESTMENT ADVISER –

# A GREAT CAREER FOR WOMEN

## Why is it a great career for women?

- ✓ It is a social career, and also lucrative, as there is unlimited earning potential.
- ✓ It is a mentally stimulating career.
- ✓ It's a great profession for women who want to run their own business and build their own asset.
- ✓ It offers flexible working hours, as you work independently in your own business, but supported by a licensee providing ongoing professional development, technology, a regulatory compliance team and a network of peers.
- ✓ You are working to improve the financial wellbeing and therefore the overall wellbeing of people while earning a good living.

FIND OUT MORE about [becoming an investment adviser](#) or [Student Affiliate membership](#) as a pathway to a career in investment advice.

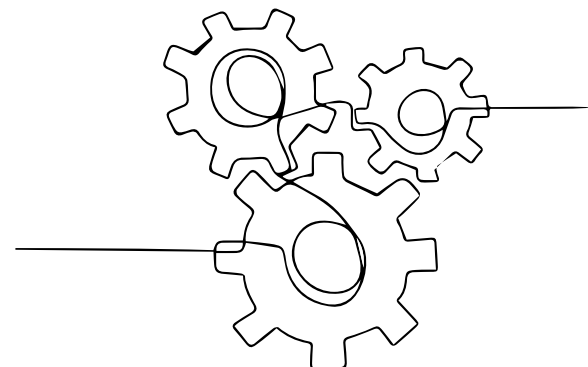
## Women are the new face of wealth.

Women will control the bulk of the world's wealth over coming decades, thanks to a combination of inheritance and greater financial independence, a number of research studies reveal.

Women make up almost half of the participants on various personal finance and investing platforms, with a focus on building investment portfolios, other research shows.

Female participation in the Australian sharemarket is rising rapidly as more women invest in listed securities to build wealth and take control of their financial future.<sup>1</sup> In particular, younger women are showing greater interest in investing and building wealth.

<sup>1</sup> About 45% of new investors in on-exchange products in the past year were female, the ASX Australian Investor Study 2020 shows. Five to 10 years ago, the figure was 31%.



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### Women want to talk to women

It is no surprise that the research shows that many women prefer to deal with a female investment adviser because women:

- ✓ often feel more comfortable sharing financial and personal information with other women
- ✓ are shown to be better listeners, have more empathy, and better at explaining financial concepts in simple, plain language.

With more and more women interested in working with a female investment adviser and on average female advisers accounting for only ten per cent of the profession, it is evident that female advisers are in demand and that demand is only going to increase.

### Why do women enjoy being a female investment adviser?

Australian research shows that female advisers see the profession as a highly relational one, built around strong bonds with their clients. Across all age groups, female advisers shared a similar view on what makes them good at their profession, agreeing that some of the most important professional traits for an adviser are:

- ✓ being ethical
- ✓ being a good listener and
- ✓ building strong personal relationships.

The same research showed that while some female advisers report they feel some male clients can be hesitant to book appointments with them on the basis of gender, this is typically during the first encounter and often is not an issue at all.

Once female advisers begin to establish relationships with their clients, many actually believe their gender proves to be an advantage as they believe clients are more willing to open up to them about their circumstances than they would be to a male.

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